AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of quantitative analysis of communication performance for reputation management, comprising:

(i) performing a computerised set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in a publication and optionally one or more attributes concerning the publication itself;

(ii) analyzing the at least two searches to produce a quantitative analysis related to said reputation management, wherein said quantitative analysis related to said reputation management is based on one or more of the following: counting articles obtained from the at least two searches, counting words in articles obtained from the at least two searches, counting mentions of a name in articles obtained from the at least two searches, and counting mentions of an issue in articles obtained from the at least two searches;

(iii) assigning a favorability classification to the articles; and

~~(iii)~~ (iv) displaying the quantitative analysis as graphs.

2. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1 wherein the quantitative analysis is displayed as a function of time.

3. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1 wherein said object of interest is a company, brand or product name or category, governmental or non-governmental organisation, person or issue of general interest or public policy.

4. (Canceled)

5. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising evaluating the positive, negative, and neutral tone of voice concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by manually evaluating a statistically chosen sub-set thereof.

6. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising counting and mapping frequency of most relevant words concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by plotting most relevant words in conjunction with change of occurrence over time.

7. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, wherein analyzing the at least two searches further comprises taking into account additional data including data being provided from a different source than said database or network of articles, the additional data facilitating normalization of the quantitative analysis and comparisons between the objects in the quantitative analysis.

8. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 7, wherein said data being provided from a different source relates to financial data of company, product line, marketing and PR budget.

9. (Currently Amended) A method of quantitative analysis of communication performance of an entity, comprising:

conducting a computerized search of publications stored in one or more electronic databases or accessible via a computerized network to identify one or more publications relating to the entity;

using a computer processor to assign each identified publication a quantitative weight value based upon attributes associated with the identified publication, wherein the attributes include the publication's source and word length;

using the computer processor to analyze the identified publications and generate a

quantitative analysis of the communication performance of the entity, wherein the quantitative

analysis is based upon the number of identified publications, the word ~~length~~ count of the

identified articles, the weight values of the identified articles, and a number of mentions of the

entity in each identified publication;

>> assigning a favorability classification to the identified articles; and

>> generating a graphic display of the quantitative analysis.

10.   (Previously Presented) The method of claim 9, further comprising storing financial data

concerning the entity in an electronic database, wherein the stored financial data is used to

generate the quantitative analysis of the communication performance of the entity.

11.   (New) A method of quantitative analysis of communication performance of a client

business entity using a computing system, comprising:

>> submitting an electronic query to a searchable media source containing articles in

electronic media format, the articles having metadata associated therewith, the query consisting

essentially of:

>>> at least one metadata attribute, wherein a metadata attribute consists essentially of
>>> information regarding an article or information regarding an article's publication;

>>> at least one subject, wherein a subject consists essentially of a term or phrase of
>>> interest in assessing communication performance;

>>> the client business entity; and

>>> at least one competitor, wherein a competitor consists essentially of a business
>>> entity;

>> receiving from the searchable media source electronic information consisting essentially

of articles contained with the media source which match the query, and metadata associated

therewith;

>> normalizing the received electronic information by electronically associating data

representing financial information about a competitor with any received articles related to the

competitor;

benchmarking the received electronic information by electronically associating data representing communications information about the client business entity with any received articles related to the client business entity, wherein communications information consists essentially of a communications department budget, a size of the communications department, or a number of employees in the communications department;

analyzing the received electronic information by electronically receiving data representing a favorability classification of each article in the received information, and electronically associating the classification with the article to which it corresponds;

filtering the received electronic information, wherein filtering comprises one or more electronically implemented data analysis procedures selected from the group consisting of: associating articles with like metadata attributes, associating articles with like subjects, associating articles with like competitors, and associating articles with like favorability classifications; and

displaying the filtered information in electronic graphical format on a display device operably connected to the computing system.

12.   (New) The method of claim 11, wherein the metadata attribute is selected from the group consisting of: date of publication, publication name, article language, author, number of words, publication type, geographic reach, and circulation.

13.   (New) The method of claim 11, wherein financial information is selected from the group consisting of: size of the competitor or division of the competitor by number of employees, market share, share price, and revenue amount.

14.   (New) The method of claim 11, wherein associating articles with like subjects comprises a word frequency analysis.

15.   (New) The method of claim 11, wherein associating articles with like subjects comprises implementing a phrasal tree map.

16.   (New) The method of claim 11, wherein displaying the filtered information comprises providing one or more formats selected from the group consisting of: cluster plots, graphs, scatter matrices, bubbles charts, radar plots, and Venn diagrams.

17.   (New) The method of claim 11, wherein the received electronic information is saved or stored in a data storage device operably connected to the computing system.

18.   (New) The method of claim 11, wherein the searchable media source is selected from the group consisting of: a Usenet discussion forum, an internet search engine, and a world-wide aggregator of publications.

19.   (New) The method of claim 11, wherein the quantitative analysis of communication performance is repeated at an interval of time, thereby measuring changes in the analysis over time.

20.   (New) The method of claim 11, wherein the favorability classification is selected from the group consisting of: positive, neutral, and negative.

21.   (New) The method of claim 11, wherein the query of the at least one subject comprises an excluded subject.